

USATODAY.com

Impact Highlights

- Measured the effectiveness of four online advertising types.
- Discovered that the most disruptive ad negatively impacted purchase consideration and perception of the advertiser and USATODAY.com brands.
- Found that the least disruptive ad was still noticed by over 80% of readers and produced the most positive reactions overall.

"The results of our Keynote evaluation allowed us to make specific recommendations to our advertisers on how they can best reach USATODAY.com readers."

*Jen Frigault, USATODAY.com
Marketing Research Manager*

About USATODAY.com

USATODAY.com is an award-winning news and information site on the Internet. More than 30 million monthly readers experience comprehensive, convenient USA TODAY news and information through interactive features, information graphics and multi-media functions including audio, video and live Webcasts. USATODAY.com has more than 200,000 pages of breaking stories in News, Money, Sports, Life, Technology and Weather updated 24 hours a day, seven days a week.

USATODAY.com's Challenge

With the plethora of news and information available on the web today, the online content market has become increasingly competitive. Websites like USATODAY.com rely on readers finding the information they need quickly and easily with minimal disruption from online advertisements. However, like most content websites, USATODAY.com relies on advertising revenues to

fund the information and services provided free to readers. USATODAY.com needed to find a way to balance the needs of their readers and online advertisers.

USATODAY.com was seeking a way to explore these issues that would go beyond the confines of a traditional focus group. They wanted to determine which ads were most likely to elicit a positive response from their readers. Additionally they wanted to see which ads would be seen as excessively disruptive, resulting in a negative response. USATODAY.com's goal is to use this information to develop "best practices" guidelines for their advertisers in order to ensure the best experience possible for readers, while creating value for the advertiser.

The Keynote Solution

Keynote Professional Services worked with USATODAY.com to develop an evaluation that would get to the heart of their questions. "Keynote consultants worked as part of the USATODAY.com team to understand



"USATODAY.com now has the data they need to encourage advertisers to avoid using ads that will negatively impact opinion and purchase consideration, and that could also ultimately diminish the user experience on the USATODAY.com."

About Keynote

Keynote Systems (NASDAQ "KEYN") is the global test and measurement company for mobile communications and online business performance. As an independent and trusted third-party, Keynote provides IT and marketing executives with an unbiased view into their Internet services from around the world. For over a decade, we have been providing measurement data and testing capabilities that allow companies to understand and improve their customer's online and mobile experience.

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our needs", explained Jen Frigault, Marketing Research Manager for USATODAY.com. "They designed a study that answered our questions effectively and delivered meaningful results".

USATODAY.com wanted to ensure that the results of the study would accurately reflect the opinions and behaviors of their customers. As a result Keynote placed a link on the USATODAY.com website to recruit actual site readers into the evaluation. Panelists were directed to a realistic mockup of the USATODAY.com website where they were exposed to a variety of ad types while completing tasks considered routine to the typical USATODAY.com reader, such as looking up news stories and movie reviews. The Keynote solution gathered customer reactions to all ad types and provided a comparison of the results in one comprehensive report.

The Keynote Impact

Keynote uncovered the data necessary for USATODAY.com to generate best practices for advertising on USATODAY.com. The Keynote study found that the least disruptive ad was still noticed by over 80% of panelists. It was also the ad most likely to result in positive reactions such as researching the product, visiting the advertisers' website, and sharing information with others. Conversely, the most disruptive ad resulted in a 64% lower likelihood of using the advertised product or service in the future, 74% more negative impact on the advertiser's brand, and 33% more

negative impact on the USATODAY.com brand. USATODAY.com now has the data they need to encourage advertisers to avoid using ads that will negatively impact opinion and purchase consideration, and that could also ultimately diminish the user experience on the USATODAY.com.

"The results of our Keynote evaluation allowed us to make specific recommendations to our advertisers on how they can best reach USATODAY.com readers," commented Frigault. "With this information, we can help our advertisers increase the impact of their ads while protecting the user experience of our readers."

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